

SELF-SERVICE TERMINALS AND SELF-SERVICE NETWORKS

Abstract

An ATM network is coupled to a data warehouse. Information about transactions, the timing of transactions and advertisements displayed on or near ATM terminals in the network are stored in the data warehouse. Complex queries performed on the data warehouse are then used to provide information about the effectiveness of advertisements displayed on or near the ATM terminals and also to enable choices of subsets of the terminals to be made to provide information about suitable subsets for advertising placement.